

## Aesop Rosedale

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In its design for the second Aesop store in Toronto, superkül draws upon the historical and topographical significance of the surrounding Rosedale neighbourhood, a residential enclave with origins dating back to the early 1800s. The densely planted picturesque landscape with its winding streets and crescents, along with a lush, mysterious and vast ravine system, define this part of the city that lies just north of the dense downtown core.

For this location, the designers have carefully chosen a material palette that enhances the link not only to nature but to the organic and botanic qualities of Aesop's products. Cleansing white tones define the space; matte whitewashed brick provides an evocative texture that complements the smooth concrete counters and porcelain-tiled floors. In contrast, a calming leaf green defines the back wall of the store, which houses additional product in its built-in display. The compelling colour represents freshness and renewal, providing a focal point to the minimalist space.

An elaborately conceived but subtly layered shelving assembly extends along the south wall: referencing a garden trellis. Behind the shelves, a mirrored surface is overlaid with a finely perforated metal screen, creating a depth of field and a muted quality of reflection. As customers browse the product, they catch glimpses of themselves in the mirror through an impressionistic painterly lens. The effect is intensified by the randomly scattered lights in the ceiling above similar to a starry sky or of sunlight filtering through a latticed garden wall.

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**LOCATION** Toronto ON  
**SCOPE** Interior Renovation  
**SIZE** 1,406 sf  
**COMPLETION** 2016

